(c) whether in the meeting between the Government officials, broadcasters, content providers and consumer groups it has been agreed for autonomous and quasi-judicial regulatory body to receive and dispose of grievances and complaints regarding contents; and

(d) if so, by when it is likely to be announced and what are its features?

THE MINISTER OF INFORMATION AND BORADCASTING (SHRI S. JAIPAL REDDY): (a) and (b) The formulation of a new policy for the 2nd phase of private FM radio broadcasting is under consideration of the Government.

(c) The workshop on the content issues on TV channels was held by the Ministry of Informations Broadcasting on 16.2.2005. In the workshop, several stakeholders including owners of TV channels, media heads, MSO, cableoperators' federations, NGOs, educationists, representation of women's groups and consumer organizations, etc. were invited to offer their views on the subject. While contemplating the role of self regulation, the need was also felt in favour of establishment of regulatory authority for oversight of content.

(d) The proposal for setting up an authority to regulate the content is under consideration. No time frame can be indicated for a final decision.

Advertisement Industry

†2084. SHRI RAVI SHANKAR PRASAD:
SHRI RAM JETHMALANI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that an increase in the advertising industry has been assessed during the last three years;

(b) if so, the turn over of the industry during 2001-02 and 2003-04;

(c) the share of electronic and print media in this industry separately;

(d) whether Government have any plan for development of this industry in future and;

(e) if so, the details thereof?

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†Original notice of the question was received in Hindi.

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (c) Advertisement industry, predominatly in the private sector and information relating to the turn over in the advertising industry is not being maintained by the Ministry. However, according to Television Audience Measurement (TAM) Media Research and MINDSHARE, the two agencies in the private sector, the total turn over in the advertisement industry during 2001-04 has been estimated as under:—

TAM estimates;

Rs. 8,799 crore in 2001 Rs.
9,509 crore in 2002 Rs. 10,417
crore in 2003 Rs. 11,705 crore
in 2004

MINDSHARE estimates:

Rs. 7,893.8 crore in 2001 Rs.
8,517 crore in 2002 Rs. 9,373
crore in 2003 Rs. 10,564.2
crore in 2004

(d) No such plan exists in this Ministry for development of the advertisement industry in future, as it is mainly in private sector;

(e) Does not arise.

Industry status to cable TV network

2085. SHRI RAMA MUNI REDDY SIRIGIREDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is any move in his Ministry to recommend to Government to give "industry" status to cable TV network;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) and (b) Ministry of Small Scale Industries has informed that installation and operation of cable TV networks has been recognized as Small Scale Service & Business (Industry Related) Enterprises (SSSBs).

(c) Does not arise.